

ABSTRACT OF THE DISCLOSURE

Call flow script is generated for telemarketing or customer service. A template and associated tools or stencils usable within visual programming software are used to generate scripts for telemarketing or customer service companies. Call flow charts or scripts are created using the template and stencils with the visual programming software. A conversion program generates and compiles presentation or linking display information from the visually programmed data. By providing automatic conversion, marketing or service changes to the call flow chart or associated decision tree are easily implemented. Automatic conversion with a processor also allows individuals unfamiliar with detailed programming to generate or change call flows and associated information used by the operators. Visual programming allows a company to easily confirm desired script and visualize the call flow process.